



www.Fox8.com

WJW  
5800 S. Marginal Rd  
Cleveland, OH 44103  
(216)431-8888

CONTRACT

Contract / Revision 585560 /		Alt Order #
Product Oct 24-30		
Contract Dates 10/24/12 - 10/30/12	Estimate # 3053	
Advertiser Mandel/R/US Senate		Original Date / Revision 10/23/12 / 10/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WJW	Account Executive John Zarlenga	Sales Office Cleveland
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref


And:

Strategic Media Placement  
7669 Staggers Loop  
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
N 1	8	10/24/12	10/30/12	M-F 530a-6a	530a-6a		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,500.00			
Week:		10/29/12	11/04/12	MT-----				2	\$1,500.00			
N 2	8	10/24/12	10/30/12	M-F 6a-7a	6a-7a Rotator		:30			NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$2,400.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,400.00			
N 3	8	10/24/12	10/30/12	M-F 7a-8a	7a-8a Rotator		:30			NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$2,400.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,400.00			
N 4	8	10/24/12	10/30/12	M-F 8a-9a	8a-9a News		:30			NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$2,400.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,400.00			
N 5	8	10/28/12	10/28/12	Fox 8 News Su 9a-10a	Su 9a-10a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$850.00			
N 6	8	10/24/12	10/30/12	M-F 5p-6p News	5p-6p News		:30			NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$2,400.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,400.00			
N 7	8	10/24/12	10/30/12	M-F 6p-7p News	6p-7p News		:30			NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$3,000.00			
Week:		10/29/12	11/04/12	MT-----				2	\$3,000.00			
N 8	8	10/24/12	10/30/12	M-F 7p-730p News	7p-730p News		:30			NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$3,000.00			
Week:		10/29/12	11/04/12	MT-----				2	\$3,000.00			
N 9	8	10/24/12	10/30/12	M-F 730-8p	730p-8p		:30			NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 585560 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/24/12 - 10/30/12	<u>Product</u> Oct 24-30	<u>Estimate #</u> 3053
<u>Advertiser</u> Mandel/R/US Senate		<u>Original Date / Revision</u> 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$2,000.00			
Week:		10/29/12	11/04/12	MT-----				2	\$2,000.00			
N 10	8	10/24/12	10/30/12	Late News Rotator	10p-11p Rotator		:30			NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$3,400.00			
Week:		10/29/12	11/04/12	MT-----				2	\$3,400.00			
N 11	8	10/27/12	10/27/12	Fox 8 News Sa 8a-9a	Sa 8a-9a		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,500.00			
N 12	8	10/28/12	10/28/12	Fox 8 News Su 8a-10a	Su 8a-10a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$850.00			
N 13	8	10/24/12	10/27/12	World Series on FOX	7p-CC		:30			NM	3	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTFS-				3	\$9,000.00			
N 14	8	10/28/12	10/28/12	FOX Postgame show on FOX4p-CC	4p-CC		:30			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$9,000.00			
Totals											52	\$151,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	34	\$106,700.00	\$90,695.00
10/29/12 - 10/30/12	18	\$45,000.00	\$38,250.00
Totals	52	\$151,700.00	\$128,945.00

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



JOSH MANDEL

Revision #: 0      Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012      Estimate: 3053  
Media: TV      Description: OH US SEN JOSH MANDEL OCT 24-OCT 30  
Product: GENERAL      Flight Start Date: 10/24/12 5:00:00 AM  
Market: Cleveland      Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN		Dur	Days							Total Spots	
			Gross	Net		10/24	10/25	10/26	10/27	10/28	10/29	10/30		
WJW-TV														
97	MTuWThF 5:30a-6:00a FOX8-NW-5:30AM<	EM	\$1,500.00	\$1,275.00	30	1	1	1	1	0	0	1	1	5
98	MTuWThF 6:00a-7:00a FOX8-NWS-MORNG<	EM	\$2,400.00	\$2,040.00	30	1	1	1	1	0	0	1	1	5
99	MTuWThF 7:00a-8:00a FOX8-NWS-MORNG<	EM	\$2,400.00	\$2,040.00	30	1	1	1	1	0	0	1	1	5
100	MTuWThF 8:00a-9:00a FOX8-NWS-8AM<	EM	\$2,400.00	\$2,040.00	30	1	1	1	1	0	0	1	1	5
101	Su 9:00a-10:00a FOX NWS SUNDAY	WK	\$850.00	\$722.50	30	0	0	0	0	0	1	0	0	1
102	MTuWThF 5:00p-6:00p FOX8-NWS-5PM<	EN	\$2,400.00	\$2,040.00	30	1	1	1	1	0	0	1	1	5
103	MTuWThF 6:00p-7:00p FOX8-NWS-6PM<	EN	\$3,000.00	\$2,550.00	30	1	1	1	1	0	0	1	1	5
104	MTuWThF 7:00p-7:30p FOX8 NWS-7PM<	PA	\$3,000.00	\$2,550.00	30	1	1	1	1	0	0	1	1	5
105	MTuWThF 7:30p-8:00p BIG BNG THEORY<	PA	\$2,000.00	\$1,700.00	30	1	1	1	1	0	0	1	1	5
106	MTuWThFSaSu 10:00p-11:00p FOX8-NWS-10PM<	RT	\$3,400.00	\$2,890.00	30	1	1	1	1	0	0	1	1	5
107	Sa 8:00a-9:00a FOX8-SAT MORN	WK	\$1,500.00	\$1,275.00	30	0	0	0	0	1	0	0	0	1



JOSH MANDEL

Revision #: 0      Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012      Estimate: 3053  
Media: TV      Description: OH US SEN JOSH MANDEL OCT 24-OCT 30  
Product: GENERAL      Flight Start Date: 10/24/12 5:00:00 AM  
Market: Cleveland      Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots		
					Dur	10/24	10/25	10/26	10/27	10/28	10/29		10/30	
WJW-TV														
108	Su 8:00a-9:00a FOX8 NWS SU-8A	WK	\$850.00	\$722.50	30	0	0	0	0	1	0	0	1	
109	Su 4:00p-7:30p NFL	RT	\$9,000.00	\$7,650.00	30	0	0	0	0	1	0	0	1	
110	MTuWThFSaSu 7:30p-11:00p WORLD SERIES	RT	\$9,000.00	\$7,650.00	30	1	1	0	1	0	0	0	3	
					Total Spots:	10	10	9	2	3	9	9	52	
Total Cost:			\$151,700.00	\$128,945.00										
Total														
OCT 12			\$106,700.00	\$90,695.00										34
NOV 12			\$45,000.00	\$38,250.00										18

Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012    Estimate: 3053  
Media: TV    Description: OH US SEN JOSH MANDEL OCT 24-OCT 30  
Product: GENERAL    Flight Start Date: 10/24/12 5:00:00 AM  
Market: Cleveland    Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WJW-TV	52	\$151,700.00	100%	\$128,945.00	100%
Market Total:	52	\$151,700.00		\$128,945.00	

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: JOSH MANDEL, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES SENATE

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

CITIZENS FOR JOSH MANDEL INC 50 WEST BROAD ST #1900 COLUMBUS, OH 43215

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KATHRYN D KESSLER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/29/11

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

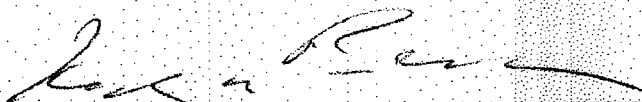
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

4/16/12

date



## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.